

passing said control signal from a detector to said at least one controlled device;

generating based on said step of passing said control signal, a plurality of signals that identify the characteristics of said control signal in said step of passing;

selecting at least one identifying signal from said plurality of identifying signals based on said step of generating said identifying signals; and

storing said at least one identifying signal based on said step of selecting said at least one identifying signal in said storage device.

133. (New Claim) The method of claim 132, further comprising the step of communicating said stored at least one identifying signal based on said step of storing from said receiver station to an external data collection station.

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134. (New Claim) The method of claim 133, further comprising the step of generating a bill one of at and from said at least one remote data collection station based on said identifying data transferred to said at least one remote data collection station.

135. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies a source of said control signal.

136. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies a supplier of said control signal.

137. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies a content of said control signal.

138. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies one of a time and a period of time.

139. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies a function performed at said receiver station in consequence of said control signal.

140. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies a programming outputted at said receiver station in consequence of said control signal.

141. (New Claim) The method of claim 132, wherein said at least one identifying signal identifies apparatus controlled at said receiver station in consequence of said control signal.

142. (New Claim) The method of claim 132, further comprising the step of discarding at least one of said plurality of identifying signals.

143. (New Claim) The method of claim 142, wherein said discarded at least one of said plurality of identifying signals includes a duplicate identifying signal.

144. (New Claim) The method of claim 132, wherein said step of generating includes creating said at least one identifying signal by appending digital information.

145. (New Claim) The method of claim 144, wherein said appended digital information includes a first of said plurality of signals that identify characteristics.

146. (New Claim) The method of claim 132, wherein said step of generating includes counting.

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147. (New Claim) The method of claim 132, wherein said step of generating results in a record.

148. (New Claim) A method of communicating subscriber station information including identifying data from a subscriber station to at least one remote data collection station, said method comprising the steps of:

inputting one of a viewer's and participant's reaction to mass medium programming at a subscriber station;

receiving at said subscriber station an indication of at least one of a control signal to process and an output to deliver in consequence of a specific subscriber input;

determining a presence of said specific subscriber input at said subscriber station by processing said one of a viewer's and participant's reaction to mass medium programming;

processing said control signal, said control signal causing an effect of controlling one or more receiver station apparatus and at least one of code and data to serve as evidence of passing said control signal to at least one controllable device and of functioning of said controlled one or more receiver station apparatus in response to said instruct signal at said subscriber station in consequence of said step of determining; and

transferring from said subscriber station to at least one remote data collection station a plurality of indicia confirming processing of said control signal and said control signal effect from said step of processing.

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149. (New Claim) The method of claim 148, wherein said instruct signal is input by a subscriber, said method further comprising the steps of:

storing a subscriber instruction to receive one of a specific mass medium programs, data, New Claims items, and computer control instructions; and

receiving one of said specific mass medium programs, data, New Claims items, and computer control instructions in accordance with said subscriber instruction.

150. (New Claim) The method of claim 148, wherein said method of communicating uses a telephone interface.

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151. (New Claim) A method of controlling a remote intermediate mass medium program transmitter station to communicate mass medium program material to a remote receiver station and controlling said remote receiver station to deliver an individualized mass medium program presentation, said method of controlling comprising the steps of:

(1) receiving mass medium programming to be transmitted by the remote intermediate mass medium transmitter station and delivering said mass medium programming to a transmitter;

(2) receiving at least one receiver control signal at said remote intermediate mass medium transmitter station, said at least one receiver control signal being operative at the remote receiver station to control one or more receiver station apparatus and including a plurality of at least one of code and data to serve as evidence of passing said at least one receiver control signal to at least one controllable device and of the functioning of said controlled one or more receiver station apparatus in response to said at least one receiver control signal;

(3) receiving at least one transmitter control signal at said remote intermediate mass medium transmitter station, said at least one transmitter control signal is effective at said remote intermediate mass medium transmitter station to control the communication of at least one of said mass medium programming and said at least one receiver control signal; and

(4) causing said remote intermediate mass medium transmitter station to transmit in accordance with said at least one transmitter control signal an information transmission comprising one of said mass medium programming and said at least one receiver control signal.

152. (New Claim) The method of claim 151, wherein said mass medium program material includes audio or text.

153. (New Claim) The method of claim 151, wherein said mass medium program material includes a television program.

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154. (New Claim) A method of communicating at least one television signal to at least one receiver station each of which includes one of a broadcast television receiver and a cablecast television receiver, a television monitor, a signal detector, a processor operatively connected to said television monitor, said processor programmed to detect a presence of at least one control signal in one of a broadcast transmission and a cablecast transmission, said method comprising the steps of:

receiving television programming at a transmitter station and delivering said television programming to a transmitter;

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receiving and storing said at least one control signal at said transmitter station, said at least one control signal being operative at the receiver station to control at least one controllable receiver station apparatus and including at least one of code and data to serve as evidence of at least one of passing said at least one control signal to a controllable device and of the functioning of said controlled at least one controllable receiver station apparatus based on said at least one control signal;

transferring said at least one control signal from said transmitter station to said transmitter; and

transmitting said television programming and said at least one control signal from said transmitter station to said at least one receiver station.

155. (New Claim) A media receiving apparatus for gathering at least one identifying signal from a plurality of identifying signals comprising:

an input port for receiving media signals;
an output port;

a storage device;
a processor operatively connected to said input port, said output port and said storage device, said processor programmed for:

receiving a media signal from said input port;
detecting a control signal from said media signal;
passing said control signal from said media signal, to said output port, said output port transferring said control signal to an external device;
generating said plurality of identifying signals that identify said control signal from the step of passing said control signal;
selecting said at least one identifying signal from said plurality of identifying signals from said step of generating said plurality of identifying signals; and
storing said at least one identifying signal from said step of selecting at least one said identifying signal in said storage device.

156. (New Claim) The apparatus of claim 155, further comprising:
a telephone interface operatively connected to said processor;
said processor further programmed for:
communicating said identifying signal from said storage device to an external data collection station with said telephone interface.

157. (New Claim) The apparatus of claim 155, wherein said output port is connected to said external device.

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158. (New Claim) The apparatus of claim 157, wherein said external device is selected from a group consisting of:

a heater, an air conditioner, a radio receiver, a laser disc player, a computer, a storage device, a tuner, and a printer.

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159. (New Claim) A method of delivering and gathering information on the use of a multiple use control signal in a communications network, said network having a transmitter station and a receiver station, said transmitter station communicating commands to a computer program stored at said receiver station and receiving information from said receiver station, said receiver station having an input device, a processor for executing said computer program and for receiving said commands from said transmitter station and for transmitting information to a remote station, and a computer for using multiple use control signals and said commands directed to said computer program, said method comprising the steps of:

inputting a command at said input device;
receiving at said receiver station an indication of a multiple use control signal from said remote station;

processing at said receiver station said indication of said multiple use control signal in accordance with said computer program;

communicating a computer output to a computer peripheral and controlling a presentation of media programming in accordance with said multiple use control signal;

communicating from said receiver station to said transmitter station data that represents a record of the use of said media programming or said multiple use control signal.

160. (New Claim) The method of claim 159, further comprising the step of:

programming said receiver station to use said commands to tune to, receive, locate, assemble, communicate, select or identify a multiple use control signal.

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161. (New Claim) A method for gathering information on the selection of one of a decryption key and a decryption code from a plurality of first decryption signals stored at a receiver station, said receiver station having an input for receiving a selection signal from an external source, a processor for selecting said one of a decryption key and a decryption code, and a storage device for storing said plurality of first decryption signals, said method comprising the steps of:

storing said plurality of first decryption signals in said storage device;
indexing said plurality of first decryption signals to provide an index of a second plurality of decryption signals;
receiving a signal from an external source, said signal indicating a selection of said one of a decryption key and a decryption code from one of said plurality of first decryption signals and said second plurality of decryption signals by locating said one of a decryption key and a decryption code with said index of said plurality of first decryption signals;
selecting said one of a decryption key and a decryption code from said second plurality of decryption signals based on said index of said plurality of first of decryption signals;

loading said one of a decryption key and a decryption code to a decryption device; and

storing information in said storage device that reflects the selection of said one of a decryption key and a decryption code.

162. (New Claim) The method of claim 161, wherein said plurality of first decryption signals includes a plurality of codes.

163. (New Claim) The method of claim 162, wherein said second plurality of decryption signals includes one or more of said plurality of codes.

164. (New Claim) The method of claim 161, wherein said plurality of first decryption signals includes a plurality of keys.

165. (New Claim) The method of claim 164, wherein each of said plurality of keys programs said receiver station with a pattern.

166. (New Claim) The method of claim 165, wherein one of said plurality of keys programs said receiver station with a varying pattern.

167. (New Claim) The method of claim 165, wherein one of said plurality of keys programs said receiver station with a pattern of composition.

168. (New Claim) The method of claim 165, wherein one of said plurality of keys programs said receiver station with a location of at least one of said second plurality of decryption signals.

169. (New Claim) The method of claim 165, wherein one of said plurality of keys programs said receiver station with a pattern of timing of the transmission of at least one of said second plurality of decryption signals.

170. (New Claim) The method of claim 165, wherein said step of selecting comprises selecting code necessary for decryption in accordance with one of said plurality of keys.

171. (New Claim) The method of claim 170, wherein said one of a decryption key and a decryption code includes said code necessary for decryption.

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172. (New Claim) The method of claim 170, wherein said code necessary for decryption is stored in said storage device.

173. (New Claim) The method of claim 161, wherein said step of indexing comprises informing said receiver station of a fashion for identifying or locating a plurality of signals necessary for decryption.

174. (New Claim) The method of claim 173, wherein each of said plurality of signals necessary for decryption provides a different decryption code.

175. (New Claim) The method of claim 173, wherein at least two of said plurality of signals necessary for decryption are used to decrypt different transmissions.

176. (New Claim) The method of claim 175, wherein said different transmissions are received from different sources.

177. (New Claim) The method of claim 176, wherein one transmission signal contains said different transmissions.

178. (New Claim) The method of claim 177, wherein said one transmission signal includes a television signal and said different transmissions comprise different portions of said television signal.

179. (New Claim) The method of claim 178, wherein said television signal contains at least one of said second plurality of decryption signals.

180. (New Claim) The method of claim 178, wherein a first portion of said one transmission signal contains said television signal and said at least one of said second plurality of decryption signals is transmitted in a second portion of said one transmission signal which is separate from said first portion of said one transmission signal.

181. (New Claim) A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, a processor, and with each said receiver station adapted to detect the presence of one or more control signals and programmed to process downloadable code, said method comprising the steps of:

receiving at a transmitter station downloadable code which is effective to control a receiver station apparatus and a first code or datum to serve as

evidence of passing of said downloadable code, each of said plurality of receiver stations having a target processor to process data;

transferring said downloadable code to a transmitter;

receiving one or more control signals at said transmitter station, said one or more control signals operating to execute said downloadable code;

receiving a second code or datum which operates to evidence a function performed by said downloadable code; and

transferring said one or more control signals to said transmitter, and transmitting an information transmission comprising the downloadable code and said one or more control signals and at least one of said first code or datum or said second code or datum.

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182. (New Claim) The method of claim 181, wherein a television program is displayed at a receiver station and said downloadable code programs said receiver station processor or computer to output video, audio, or text in the context of said television program or to process a viewer reaction to said television program or to select information that supplements said television program content.

183. (New Claim) The method of claim 181, wherein said information transmission is transmitted to two of said plurality of receiver stations at the same time and each of said two receiver stations respond to some part of said control signal or downloadable code at the same time.

184. (New Claim) The method of claim 181, wherein said information transmission is transmitted to two of said plurality of receiver stations at

different times and each of said two receiver stations receive and respond to said control signal or said downloadable code asynchronously.

185. (New Claim) The method of claim 181, further comprising the steps of receiving said downloadable code at a receiver in the transmitter station, communicating said downloadable code from said receiver to a memory location, and storing said downloadable code at said memory location for a period of time prior to communicating said downloadable code to a transmitter.

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186. (New Claim) The method of claim 181, wherein at least one receiver station is adapted to detect the presence of said control signal or programmed to respond to said downloadable code on the basis of a pattern of signal composition, said method further comprising the step of composing at least some of said control signal or said downloadable code in said pattern.

187. (New Claim) The method of claim 181, wherein at least one receiver station is adapted to detect the presence of said control signal or programmed to respond to said downloadable code on the basis of the location of a signal in an information transmission, said method further comprising the step of causing at least some of said control signal or downloadable code to be transmitted in said location.

188. (New Claim) The method of claim 181, wherein at least one receiver station is adapted to detect the presence of said control signal or programmed to respond to said downloadable code on the basis of a timing pattern of signal transmission, said method further comprising the step of

causing at least some of said control signal or said downloadable code to be transmitted in accordance with said pattern.

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189. (New Claim) A method of controlling a remote intermediate mass medium transmitter station to communicate program material to a remote receiver station and controlling said remote receiver station to process a receiver specific response, said method of controlling comprising the steps of:

receiving a unit of mass medium programming to be transmitted by the remote intermediate mass medium transmitter station and delivering said unit of mass medium programming to a transmitter;

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receiving one or more instruct signals and a first code or datum at said remote intermediate mass medium transmitter station, said one or more instruct signals operate at the remote receiver station to control a receiver station apparatus and said first code or datum operate to serve as evidence of the passing of said one or more instruct signals to a controllable device or of the functioning of said controllable apparatus in response to said one or more instruct signals, and communicating said one or more instruct signals and said first code or datum to said transmitter;

receiving one or more control signals at said remote intermediate mass medium transmitter station, said control signals control the communication of said unit of programming, said one or more instruct signals, and said first code or datum between said transmitter station and said receiver station;

receiving a second code or datum which operates to identify said unit of mass medium programming; and

transmitting from said remote intermediate mass medium transmitter station an information transmission comprising said unit of mass medium programming, said one or more instruct signals and said first code or datum.

190. (New Claim) The method of claim 189, wherein said one or more control signals are effective at the remote transmission station to control one or more of a plurality of selective transfer devices prior to said specific time.

191. (New Claim) The method of claim 189, further comprising the step of embedding one of said one or more control signals in said unit of mass medium programming before transmitting said unit of mass medium programming to said remote transmitter station.

192. (New Claim) The method of claim 189, wherein said one or more control signals is effective at the remote transmitter station to communicate said unit of mass medium programming to a plurality of transmitters or to a transmitter a plurality of times.

193. (New Claim) The method of claim 189, wherein said one or more control signals include a schedule which identifies said unit of mass medium programming based on said second code or datum, said method further comprising the step of:

transmitting a schedule which operates at the remote transmitter station to communicate said unit of medium programming to a transmitter at said specific time.

194. (New Claim) A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with said remote transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter, a data receiver for receiving information from an origination transmitter station, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, and with said remote transmitter station adapted to detect the presence of one or more control signals, to control the communication of said one or more instruct signals in response to said one or more control signals, and to deliver at said broadcast or cablecast transmitter said one or more instruct signals, said method comprising the steps of:

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receiving at said origination transmitter station an instruct signal to be transmitted by the remote intermediate data transmitter station and delivering said instruct signal to an origination transmitter, said instruct signal being effective at the receiver station to generate output information content which is effective to control a receiver station apparatus and to communicate a first code or datum to serve as evidence of the passing of said instruct signal to a controllable device or of the functioning of said controllable apparatus in response to said instruct signal, said first code or datum designating signal content or output information content to be generated;

receiving one or more control signals which at the remote intermediate data transmitter station operate to control the communication of said instruct signal; and

transferring said one or more control signals to said origination transmitter before a specific time, said origination transmitter transmitting said instruct signal, said first code or datum, and said one or more control signals.

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195. (New Claim) The method of claim 194, wherein said one or more control signals include a schedule which identifies said unit of mass medium programming based on said second code or datum, said method further comprising the step of:

transmitting a second instruct signal which operates at the remote intermediate data transmitter station at said specific time to communicate said instruct signal to a transmitter.

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196. (New Claim) The method of claim 194, wherein said specific time is a scheduled time of transmitting said instruct signal or a program associated with said instruct signal from said remote intermediate data transmitter station and said one or more control signals is effective at the remote intermediate data transmitter station to control one or more of said plurality of selective transmission devices at different times.

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197. (New Claim) A method for delivering at least one control signal and computer programming to a subscriber and billing said subscriber for the use of said at least one control signal and said computer programming in a communications network, said communications network having at least one transmitter station and at least one receiver station, said at least one transmitter station being capable of communicating programming instructions, said at least one receiver station having an input device for inputting a command, at least one

processor for receiving said programming instructions and communicating said billing records, and a computer for using said at least one control signal and said computer programming, said method comprising the steps of:

transmitting from said at least one transmitter station to said at least one receiver station operating instructions associated with at least one of said command and said at least one control signal, said operating instructions being effective to program said at least one receiver station to respond in a predetermined fashion to at least one of said command and said at least one control signal;

inputting said command at said input device;

inputting said at least one control signal from said at least one transmitter station at said at least one receiver station;

comparing information designated by said command to information designated by said at least one control signal;

processing said computer programming and communicating computer output to a computer peripheral location in accordance with said operating instructions based on said step of comparing;

outputting said computer output at said computer peripheral location;
and

communicating to a remote station at least one datum of at least one of said command, said at least one control signal, said computer programming, and said computer output to enable said remote station to bill said subscriber for the use of said at least one control signal or said computer programming.

198. (New Claim) A method for tracking results of a comparison of control signals at a receiver station in a communications network, said network

having at least one transmitter station and at least one receiver station, said at least one transmitter station transmitting a request for user input, said at least one receiver station having at least one processor, at least one storage device, and at least one input device adapted to receive user input, said method comprising the steps of:

receiving at said at least one input device at least one user input based on said request for user input;

storing said at least one user input at said at least one storage device;

receiving at said at least one receiver station at least one information transmission from said at least one transmitter station, said at least one information transmission including processor instructions;

comparing information contained in said received at least one information transmission with said stored at least one user input;

authorizing the processing at said at least one receiver station of said processor instructions based on the result from said step of comparing;

recording a result of said step of comparing at said at least one storage device.

199. (New Claim) The method of claim 198, wherein said step of authorizing the processing of said processor instructions employs an instruct to decrypt signal communicated as a result of said step of comparing.

200. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a television receiver, a control signal detector, a processor, and with each said receiver station adapted to detect a

presence of at least one control signal and being programmed to process downloadable code, said method comprising the steps of:

- (1) receiving said downloadable code which is effective at said at least one receiver station to control a receiver station apparatus and to communicate at least one of a code and a datum to serve as one of evidence of the passing of an instruct signal to a controllable device and the functioning of said controllable device in response to said instruct signal, and delivering said downloadable code to a transmitter;
- (2) receiving at least one control signal which operates at said at least one receiver station to execute said downloadable code at said processor; and
- (3) causing said at least one control signal to be communicated to said transmitter at a specific time, thereby to transmit an information transmission comprising said downloadable code and said at least one control signal.

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201. (New Claim) The method of claim 200, wherein a television program is displayed at said at least one receiver station and said downloadable code programs said processor to perform at least one of: (a) output at least one of video, audio, and text in the context of said television program, (b) process a subscriber reaction to said television program, and (c) select information that supplements the content of said television program.

202. (New Claim) The method of claim 200, wherein said information transmission is transmitted to at least two of said plurality of receiver stations at the same time and each of said at least two receiver stations responds to at least one of said at least one control signal and said downloadable code at the same time.

203. (New Claim) The method of claim 200, wherein said information transmission is transmitted to at least two of said plurality of receiver stations at different times and each of said at least two receiver stations receives and responds to at least one of said at least one control signal and said downloadable code asynchronously.

204. (New Claim) The method of claim 200, wherein said at least one control signal incorporates said downloadable code.

205. (New Claim) The method of claim 200, further comprising the steps of receiving said downloadable code at a receiver in said transmitter station, communicating said downloadable code from said receiver to a memory location, and storing said downloadable code at said memory location for a period of time prior to communicating said downloadable code to said transmitter.

206. (New Claim) The method of claim 200, wherein at least one of said plurality of receiver stations is adapted to detect the presence of said at least one control signal and programmed to respond to said downloadable code on the basis of a pattern of signal composition, said method further comprising the step of composing at least one of said at least one control signal and said downloadable code in said pattern.

207. (New Claim) The method of claim 200, wherein at least one of said plurality of receiver stations is adapted to detect the presence of said at least one

control signal and programmed to respond to said downloadable code on the basis of the location of a signal in said information transmission, said method further comprising the step of causing at least one of said at least one control signal and said downloadable code to be transmitted in said location.

208. (New Claim) The method of claim 200, wherein at least one of said plurality of receiver stations is adapted to detect the presence of said at least one control signal and programmed to respond to said downloadable code on the basis of a timing pattern of signal transmission, said method further comprising the step of causing at least one of said at least one control signal and said downloadable code to be transmitted in accordance with said timing pattern.

209. (New Claim) The method of claim 200, wherein at least one of said downloadable code and identification data in respect of said downloadable code is embedded in one of a television signal and a signal containing a television program.

210. (New Claim) A method of processing signals at a receiver station, said receiver station having a computer to deliver at a television monitor one of a combined and a sequential presentation of television programming and a user specific output, said method comprising the steps of:

storing user data of interest;
receiving television programming from a television programming source and displaying said television programming at said television monitor;
receiving an information transmission including at least one instruct signal which is effective to control at least one controllable device at said receiver

station, and receiving at least one of a code and a datum to serve as evidence of at least one of the passing of said at least one instruct signal to said at least one controllable device, and the functioning of said at least one controllable device in response to said at least one instruct signal;

detecting said at least one instruct signal in said information transmission; controlling said computer based on said detected at least one instruct signal, said step of controlling comprising:

- (1) selecting a portion of said stored user data of interest;
- (2) communicating said selected portion of said stored user data of interest to said television monitor; and subsequently
- (3) ceasing to communicate said selected portion of said stored user data of interest to said television monitor;

delivering said one of a combined and a sequential presentation of said television programming and said selected portion of said stored user data of interest at said television monitor in the period of time between said step of communicating said selected portion to said television monitor and said step of ceasing to communicate said selected portion to said television monitor; and

performing at least one of:

- (1) storing said at least one of a code and a datum at said receiver station; and
- (2) communicating said at least one of a code and a datum from said receiver station to at least one remote data collection station.

211. (New Claim) The method of claim 210, further comprising the step of generating said user data of interest in response to said detected at least one instruct signal.

212. (New Claim) The method of claim 210, further comprising any one of the steps of:

programming said receiver station to process subscriber data of interest and to respond to at least one instruct signal associated with said television programming;

receiving a command embedded in or associated with a signal that contains said television programming;

storing a locally input command that designates one of:

- (1) a television program to be at least one of displayed and recorded;
- (2) a fashion in which to present at least one of said television programming and computer output; and
- (3) a time in which to display said at least one of said television programming and computer output;

controlling said computer to process a subscriber reaction to at least one of said television programming and an image displayed at said television monitor, said step of controlling comprising the steps of:

- (1) assembling a record that includes data in addition to said subscriber reaction; and

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- (2) transmitting said record to a remote data collection station; controlling said computer to process said subscriber reaction to at least one of said television programming and said image displayed at said television monitor, said step of controlling comprising the steps of:

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(1) detecting a datum that identifies at least one of said television programming and said image displayed at said television monitor; and

(2) transmitting said datum to said remote data collection station;

controlling said computer to process said subscriber reaction to at least one of said television programming and said image displayed at said television monitor, said step of controlling comprising the steps of:

(1) storing a datum that identifies at least one of said television programming and said image displayed at said television monitor; and

(2) passing data regarding at least one of the availability, use and usage of at least one of said television programming and said image to said computer that controls at least one of the selection and communication of program materials for display at said receiver station; and

controlling said computer to process said subscriber reaction to at least one of said television programming and said image displayed at said television monitor, said step of controlling comprising the steps of:

(1) controlling at least one of a receiver to receive and a storage location to communicate a unit of programming associated with at least one of said television programming and said image in response to said subscriber reaction; and

(2) outputting said communicated unit of programming at an output device of said receiver station.

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213. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a mass medium program receiver, a signal detector, at least one computer or processor, and with each said receiver station adapted to detect the presence of at least one control signal and to input a subscriber reaction to an offer communicated in a mass medium program, said method comprising the steps of:

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- (1) receiving at least one instruct signal at a transmitter station and delivering said instruct signal to a transmitter, said instruct signal being effective at at least one of said plurality of receiver stations to control at least one controllable device and to assemble a record containing at least one of a code and a datum to serve as evidence of at least one of: (a) the passing of said at least one instruct signal to said at least one controllable device, and (b) the functioning of said at least one controllable device in response to said at least one instruct signal;
- (2) receiving said at least one of a code and a datum at said transmitter station, said at least one of a code and a datum designating at least one of said instruct signal and said subscriber reaction;
- (3) receiving said at least one control signal at said transmitter station, said at least one control signal operating at said at least one of said plurality of receiver stations to execute said at least one instruct signal based on said subscriber reaction;
- (4) transferring at least one of said at least one of a code and a datum and said at least one control signal to said transmitter at a specific time; and
- (5) transmitting said at least one instruct signal, said at least one of a code and a datum, and said at least one control signal.

214. (New Claim) The method of claim 213, wherein said at least one control signal is effective to output a subscriber order for a product or service designated by said offer, said method further comprising the steps of communicating to said transmitter and transmitting information which is effective at said receiver station to select or assemble specific information to communicate to a remote data collection site.

215. (New Claim) The method of claim 213, further comprising the steps of receiving at least one of said at least one control signal and said at least one of a code and a datum at said receiver in said transmitter station, communicating said received at least one control signal or said at least one of a code and a datum from said receiver to a memory location, and storing said received at least one control signal or said at least one of a code and a datum at said memory location for a period of time prior to communicating said received at least one control signal or said at least one of a code and a datum to said transmitter.

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216. (New Claim) A method of processing signals at a receiver station having a computer, a programmable controller, and an output device, said computer being programmed to store one or more user data and present output based on said stored one or more user data, said controller being programmed to control said receiver station in response to instructions from a remote supplier, said method comprising the steps of:

- (a) receiving an information transmission containing downloadable code;
- (b) detecting said downloadable code;

- (c) passing some of said downloadable code to a selected first apparatus;
- (d) controlling said programmable controller based on said downloadable code;
- (e) controlling said computer based on said downloadable code; and
- (f) storing information evidencing a function performed by or initiated by said selected first apparatus in consequence of downloadable code having been passed to said selected first apparatus.

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217. (New Claim) A method of controlling a remote television transmitter station to communicate television program material to one or more receiver stations, with said remote television transmitter station including a broadcast or cablecast transmitter for transmitting television programming, a plurality of selective transfer devices each operatively connected to said broadcast or cablecast transmitter for communicating said television programming, a television receiver for receiving said television programming from at least one origination transmitter station, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, and with said remote transmitter station adapted to detect the presence of one or more control signals, to control the communication of said television programming in response to said one or more control signals, and to deliver at its broadcast or cablecast transmitter said television programming, said method comprising the steps of:

- (1) receiving said television programming at said at least one origination transmitter station and delivering said television programming to at least one origination transmitter, said television programming having an

associated instruct signal which is effective at said one or more receiver stations to control a receiver station apparatus and having a code or datum to serve as evidence of the passing of said instruct signal to a controllable device or of a functioning of said controllable apparatus in response to said instruct signal;

(2) receiving said one or more control signals which at the remote intermediate television transmitter station operate to control the communication of a specific one or more of said plurality of units of television programming; and

(3) transmitting said one or more control signals to said at least one origination transmitter before a specific time.

218. (New Claim) The method of claim 217, wherein said one or more control signals comprise a code or datum which operates at the remote intermediate television transmitter station to identify said specific television programming, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate television transmitter station to communicate said specific television programming to a transmitter at said specific time.

219. (New Claim) The method of claim 217, wherein said specific time is a scheduled time of transmitting said television programming at said remote intermediate television transmitter station or said one or more control signals are effective at the remote intermediate television transmitter station to control one or more of said plurality of selective transmission devices at different times.

220. (New Claim) A method of processing signals at a receiver station to deliver an output to supplement mass medium programming, said receiver

station having a processor, a storage device, and one or more output devices with at least one of said one or more output devices adapted to output mass medium programming, said method comprising the steps of:

(1) receiving mass medium programming at said receiver station from a mass medium programming source and outputting the mass medium programming at an output device, said output device adapted to output mass medium programming;

(2) receiving a broadcast or cablecast information transmission at said receiver station, said information transmission including one or more instruct signals to direct output to supplement said mass medium programming;

(3) detecting a instruct signal in said information transmission and passing said detected instruct signal to a processor; and

(4) controlling said processor based on said detected instruct signal, said step of controlling comprising:

(a) receiving a instruct signal which is effective to control a receiver station apparatus, a code or datum to serve as evidence of the passing of said instruct signal to a controllable device or of the functioning of said controllable apparatus in response to said instruct signal, and output to supplement said mass medium programming on the basis of stored user data of interest;

(b) outputting said supplemental output at an output device on the basis of said received instruct signal.

221. (New Claim) The method of claim 220, wherein said selected specific output is video, audio, text, or electronic data, said method further comprising one selected from the group consisting of:

- (1) actuating a video, audio, or print output device, as appropriate, to output said selected specific output;
- (2) decrypting at least a portion of said selected specific output; and
- (3) controlling a selective transmission device to communicate said selected specific output to said selected specific output device.

222. (New Claim) A method of controlling one or more of a plurality of receiver stations each of which includes a television receiver, a signal detector, at least one computer or processor, and with each said receiver station adapted to detect the presence of one or more control signals and to input a viewer reaction to a specific offer communicated in a television program, said method comprising the steps of:

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- (1) receiving a first code or datum at a transmitter station, said code or datum designates a product or service offered in a television program or a viewer reaction to an offer communicated in a television program;
- (2) receiving an instruct signal and a second code or datum at said transmitter station, said instruct signal at the one or more receiver stations operates to control a receiver station apparatus and said second code or datum to serve as evidence of the passing of said instruct signal to a controllable device or of the functioning of said controllable apparatus in response to said instruct signal;
- (3) transferring at least one of said first code or datum and said instruct signal to a transmitter at said transmitter station at a specific time; and
- (4) transmitting said instruct signal and at least one of (i) said first code or datum and (ii) said second code or datum from said transmitter station.

223. (New Claim) The method of claim 222, wherein a television program is displayed at said one or more receiver stations and said instruct signal directs the output of video, audio, or text to supplement said television program or said television program prompts a subscriber to react, said method further comprising the steps of communicating to said transmitter and transmitting a second instruct signal which is effective at said one or more receiver stations to process a subscriber reaction.

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224. (New Claim) The method of claim 222, wherein a television program is displayed at said one or more receiver stations and a first instruct signal directs said one or more receiver stations to process a subscriber reaction to said television program, said method further comprising the steps of communicating to said transmitter and transmitting a second instruct signal which is effective at a receiver station to locate, identify, or determine the presence of said subscriber reaction.

225. (New Claim) The method of claim 222, wherein said instruct signal is effective to output a subscriber order for said designated product or service, said method further comprising the steps of communicating to said transmitter and transmitting a second instruct signal which is effective at the receiver station to select or assemble specific information to communicate to a remote data collection site.

226. (New Claim) The method of claim 222, further comprising the steps of receiving said instruct signal or said first code or datum at a receiver in the transmitter station, communicating said received instruct signal or said received

first code or datum from said receiver to a memory location, and storing said received instruct signal or said received first code or datum at said memory location for a period of time prior to communicating said received instruct signal or said received first code or datum to a transmitter.

227. (New Claim) The method of claim 222, wherein at least one receiver station is adapted to detect the presence of said instruct signal or said first or second code or datum on the basis of a varying pattern of signal composition, said method further comprising the step of composing at least some of said instruct signal or said first or second code or datum to be transmitted in said varying pattern.

228. (New Claim) The method of claim 222, wherein at least one receiver station is adapted to detect the presence of said instruct signal or said first or second code or datum on the basis of a varying location of a signal in an information transmission, said method further comprising the step of causing at least some of said instruct signal or said first or second code or datum to be transmitted in said varying location.

229. (New Claim) A method of processing signals to control a mass medium programming presentation comprising the steps of:

receiving a programming signal containing mass medium programming and communicating said programming signal to a storage device;

receiving at least a first downloadable instruction which is effective at a user station to control a processor and a first code or datum to serve as evidence of the passing of said at least a first downloadable instruction to said processor

or of the functioning of said processor in response to said at least a first downloadable instruction;

communicating said at least a first downloadable instruction and said first code or datum to said storage device; and

storing said at least a first downloadable instruction and said first code or datum at said storage device in association with said mass medium programming.

230. (New Claim) The method of claim 229, wherein said mass medium programming comprises video, audio, or text, said method further comprising one of the steps of:

embedding said at least a first downloadable instruction in a television or radio signal;

embedding a second code or datum in said mass medium programming that enables a processor or computer to receive or output information to supplement said mass medium programming in accordance with said at least a first downloadable instruction;

communicating a program unit identification code to said storage device and storing said program unit identification code at a storage location associated with said mass medium programming;

communicating to and storing at said storage device said second code or datum to be processed at a user station to evidence an availability, use, or usage of said mass medium programming;

storing at said storage device a second instruct signal which is effective at a user station to select said mass medium programming.

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231. (New Claim) The method of claim 229, further comprising the step of storing some information at said storage device to evidence an availability, use, or usage of said at least a first downloadable instruction, said evidence information designating or identifying one or more of:

- (1) a mass medium program;
- (2) a proper use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) an instruct signal;
- (10) a source or supplier of data;
- (11) a publication, article, publisher, distributor, or an advertisement; and
- (12) an indication of copyright.

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232. (New Claim) The method of claim 229, said method further comprising the steps of:

selecting one of:

- (1) a datum that identifies a unit of computer software in said programming signal;
- (2) a datum that specifies some of a way to instruct receiver end equipment what specific programming to select to play or record other than that immediately at hand, how to load it on player or recorder

equipment, when and how to play it or record it other than immediately, how to modify it, what equipment or channel or channels to transmit it on, when to transmit it, and how and where to file it or refile it or dispose of it;

- (3) a datum that designates an addressed apparatus;
- (4) a datum that specifies where, when, or how to locate a signal;
- (5) a datum that informs a processor of a fashion for identifying and processing a signal;
- (6) a datum that is part of a decryption code;
- (7) a comparison datum that designates a communication schedule; and

embedding said selected one in said programming signal.

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233. (New Claim) The method of claim 229, further comprising the steps of:

selecting a second downloadable instruction, said second downloadable instruction being one of:

- (1) a switch control instruction;
- (2) a timing control instruction;
- (3) a locating control signal;
- (4) an instruct-to-contact signal that designates a remote receiver station;
- (5) an instruct-to-transfer signal that designates a unit of broadcast or cablecast programming;

(6) an instruct-to-delay signal that designates a unit of broadcast or cablecast programming;

(7) an instruct-to-decrypt or instruct-to-interrupt signal that designates a unit of programming and a way to decrypt or interrupt;

(8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;

(9) an instruct-to-record signal that designates a broadcast or cablecast program;

(10) an instruction signal that controls a multimedia presentation;

(11) an instruction signal that governs a broadcast or cablecast receiver station environment;

(12) an instruct-to-power-on signal that designates a receiver;

(13) an instruct-to-tune signal that designates a receiver or a frequency;

(14) an instruct-to-coordinate signal that designates two apparatus;

(15) an instruct-to-compare signal that designates a news transmission or a computer input;

(16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to a broadcast or cablecast transmission;

(17) an instruct-to-coordinate signal that designates two units of multimedia information and one of: (1) an output time and (2) an output place;

(18) an instruct-to-generate signal that designates an output datum;

(19) an instruct-to-transmit signal that designates a computer output;

(20) an instruct-to-overlay signal that designates a television image;

(21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;

(22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;

(23) an instruct-to-transmit signal that designates a computer peripheral storage device;

(24) a code signal that designates a datum to remove or embed; and

(25) a signal addressed to a receiver station apparatus; and embedding said selected second downloadable instruction in said programming signal.

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234. (New Claim) A method of controlling a remote transmitter station to deliver a receiver specific output at a receiver station and controlling said receiver station to communicate one or more receiver specific data to a remote data collection station, with said receiver station being remote from said remote transmitter station and said remote data collection station being remote from said receiver station, said method comprising the steps of:

(1) receiving at the remote transmitter station one or more instruct signals which operate at the receiver station to control a receiver station apparatus and a first code or datum to serve as evidence of the passing of said

one or more instruct signals to a controllable device or of the functioning of said controllable apparatus in response to said one or more instruct signals;

(2) receiving a control signal which operates at the remote transmitter station to control the communication of at least one of said one or more instruct signals and communicating said control signal to said remote transmitter station;

(3) receiving a second code or datum designating a specific one of said one or more instruct signals to be transmitted by the remote transmitter station, and said transmitter station transferring said designated specific instruct signal to a transmitter; and

(4) transmitting from said remote transmitter station an information transmission comprising one or more designated instruct signals, said one or more instruct signals being transmitted at one or more specific times or on one or more specific channels in accordance with said control signal.

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235. (New Claim) A method of processing signals at a receiver station, said method comprising the steps of:

receiving an information transmission at a receiver station, said information transmission containing television programming and a plurality of embedded signals;

detecting and identifying at least one of said plurality of embedded signals in said information transmission;

selecting a controllable receiver station apparatus based on information within said at least one identified embedded signal;

passing said at least one identified embedded signal to or within at least one reprogrammable device at said receiver station;

controlling said controllable receiver station apparatus based on instructions within said at least one identified embedded signal; and storing information evidencing said step of controlling.

236. (New Claim) The method of claim 235, wherein said step of storing comprises storing some information that evidences a function performed by or initiated by said receiver station apparatus in consequence of said at least one identified embedded signal having been passed to said receiver station apparatus.

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237. (New Claim) The method of claim 235, wherein said stored information evidences one from the group consisting of:

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- (a) an output at said receiver station;
- (b) a result of processing performed by said receiver station apparatus;
- (c) an identification of some programming processed by said receiver station apparatus;
- (d) a time or date of some function performed by said receiver station apparatus;
- (e) an input received by said receiver station apparatus;
- (f) a source of input to said receiver station apparatus;
- (g) a device controlled by said receiver station apparatus;
- (h) a step of decrypting or descrambling information or otherwise enabling a presentation or a key or algorithm used;
- (i) an output device of said receiver station; and
- (j) a time or date of an output at said receiver station.

238. (New Claim) The method of claim 235, wherein said at least one identified embedded signal instructs the receiver station to execute a conditional operation of a command signal, said method further comprising the steps of:

determining on the basis of stored information that said command signal is present; and

executing said conditional operation.

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239. (New Claim) The method of claim 238, further comprising the steps

storing information evidencing a passing of a second of said at least one identified embedded signal to a processor; and

storing information evidencing a function performed by or initiated by a first of said at least one identified embedded signal in response to said second of said at least one identified embedded signal.

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240. (New Claim) The method of claim 235, wherein said at least one identified embedded signal instructs the receiver station to perform a function in response to a command signal, said function selected from the group consisting of:

- (a) controlling a tuner to tune to a selected programming, data, or command signal transmission;
- (b) controlling a switch or transmission device to communicate programming, data, or a command signal from a selected input source to a selected output source;

(c) controlling a decryptor, descrambler, or enabling device to decrypt, descramble, or enable selected information or to decrypt, descramble, or enable information in consequence of a selected command signal;

(d) controlling an output device to prepare to output selected programming or data; and

(e) controlling a processor, controller, or computer to respond to one or more selected command signals or instructions or to process one or more selected data.

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241. (New Claim) The method of claim 235, wherein the receiver station identifies a plurality of embedded signals each of which designates the availability of at least one unit of data, programming, or command signals, said method further comprising the steps of:

passing each identified embedded signal to a receiver station apparatus that selects data, programming or command signals of interest to a viewer, listener, or user;

controlling said last named apparatus to select one or more units of data, programming, or command signals in response to at least a first identified embedded signal; and

storing some information that evidences the selection of a particular unit of data, programming, or command signals or of a particular carrier transmission, with said particular unit or particular carrier transmission being selected in consequence of an identified embedded signal.

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242. (New Claim) The method of claim 241, including the additional step of:

storing in consequence of each identified embedded signal, information that evidences the availability of some data or programming at said receiver station or the receiving of a particular information transmission.

243. (New Claim) The method of claim 242, wherein said stored information evidences one from the group consisting of:

- (a) an origin of a transmission;
- (b) a subject matter of some information contained in a transmission;
- (c) an identification of some programming contained in a transmission;
- (d) a time or date that a transmission is transmitted or received;
- (e) a supplier or owner of some programming contained in a transmission;
- (f) a step of processing or controlling performed at a transmission station that communicates signals to said receiver station;
- (g) some programming that is not processed by or outputted at said receiver station;
- (h) an input received by said receiver station; and
- (i) a source of input to or at said receiver station.

244. (New Claim) The method of claim 235, wherein the receiver station stores some information that evidences a second passing of said at least one identified embedded signal.

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245. (New Claim) The method of claim 244, wherein a storage device stores data, programming, or one or more control signals and the evidence of said second passing is selected from the group consisting of:

- (a) two or more sources of an embedded signal, with one of said sources designating a storage device; and
- (b) two or more different times designating an embedded signal, with one of said times designating time shifting.

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246. (New Claim) The method of claim 235, wherein a viewer, listener, or user inputs a command signal or wherein said step of storing includes storing some information that evidences a function performed by or initiated by a user at said station, with said step of storing being in consequence of said first identified embedded signal having been passed to the first selected apparatus.

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247. (New Claim) The method of claim 246, wherein the user-function information is selected from the group consisting of:

- (a) a purchase made by a viewer, listener, or user ;
- (b) the identity of a viewer, listener, or user or the presence of someone at said receiver station;
- (c) a reaction of a viewer, listener, or user to a programming presentation ;
- (d) programming presented to a viewer, listener, or user or at said station in response to an input; and
- (e) decrypting or descrambling or otherwise enabling of a presentation authorized by a viewer, listener, or user or occurring in response to an input at said station.

248. (New Claim) The method of claim 235, wherein said receiver station includes a processor, controller, or computer for processing, storing, and communicating signal information, wherein:

 said step of detecting and identifying comprises the steps of:
 detecting digital information in the information transmission; and
 identifying a signal in the digital information;
 said step of passing comprises at least one of the steps of:
 passing information in the signal; and
 passing one or more preprogrammed data in response to the signal information;

 said step of controlling is selected from the group consisting of:

- (a) causing the selected first apparatus to respond to passed information; and
- (b) causing the selected first apparatus to respond to the passed data; and

 said step of storing comprises the steps of:
 selecting some information in the signal; and
 storing the selected information.

249. (New Claim) The method of claim 235, wherein said receiver station communicates evidence information to a remote data collection station, said remote station being a billing or auditing station or a station that collects information communicated in a signal transmission, said method further including a step selected from the group consisting of:

(a) discarding some evidence information detected in a signal transmission at a time when said receiver station is not communicating evidence information to said remote station;

(b) selecting one or a plurality of remote stations to communicate information to;

(c) initiating communication with a remote station; and

(d) causing a remote station to process billing or monitoring information detected at said receiver station.

250. (New Claim) The method of claim 235, wherein a processor, controller, or computer assembles the evidence information into a signal record, said method further selected from the group consisting of:

(a) discarding some stored evidence information;

(b) modifying a time datum in a signal record in response to evidence information;

(c) initiating a signal record in response to evidence information;

(d) selecting a stored datum of evidence in response to information detected in a signal transmission, said stored datum having been preprogrammed or stored at said receiver station before said detected information is received;

(e) selecting an evidence datum to store in a signal record; and

(f) communicating evidence information to an remote station based on a precondition or communicating evidence information to a memory location that stores signal records.

251. (New Claim) The method of claim 235, wherein a processor, controller, or computer assembles the evidence information into a signal record or communicates evidence information to a remote station and said at least one identified embedded signal includes a record assembly or communication instruction, said method further comprising the steps of:

passing said record assembly or communication instruction to said processor, controller, or computer.

252. (New Claim) The method of claim 251, wherein said last named processor, controller, or computer is said selected receiver station apparatus and the passing of the said at least one identified embedded signal is evident in the assembled or communicated evidence information.

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253. (New Claim) The method of claim 235, wherein a plurality of receiver station apparatus communicate evidence information to a processor, controller, or computer that assembles evidence information into a signal record, said method further comprising the steps of:

- (a) buffering evidence information communicated from said plurality of apparatus;
- (b) identifying specific ones of said plurality of apparatus as sources of specific data of said communicated evidence information;
- (c) causing one or more of said receiver station apparatus to communicate evidence information in response to a control signal or to an embedded signal;

(d) outputting a control signal to a controlled device and evidence information to the processor, controller or computer in response to said at least one identified embedded signal ; and

(e) controlling one or more of said receiver station apparatus as to a fashion of receiving, detecting, or identifying embedded signals or evidence information.

254. (New Claim) The method of claim 235, wherein said receiver station further comprises a data collection device for collecting stored evidence information, said method further comprising the step of:

causing a processor, controller, or computer to pass stored evidence information to said data collection device in response to said at least one identified embedded signal.

255. (New Claim) The method of claim 235, wherein said receiver station comprises a memory location for storing some information of programming availability and said selected receiver station apparatus comprises a processor, controller, or computer for selecting programming to receive, store, process, or present to a viewer, listener, or viewer, wherein:

said step of detecting and identifying further comprises the steps of:

(1) detecting a signal containing information of programming availability;

(2) identifying the information of programming availability;

said step of passing further comprises the step of:

passing the information of programming availability to the processor, controller, or computer; and

said step of controlling further comprises the step of:
causing the processor, controller, or computer to select some available
programming.

256. (New Claim) The method of claim 235, wherein said receiver station comprises an output device capable of outputting to a viewer, listener, or user or to a remote station information inputted from an information source and said selected receiver station apparatus comprises a processor, controller, or computer associated with an input device, wherein:

 said step of detecting and identifying comprises the step of detecting and identifying an instruct-to-output signal;

 said step of passing comprises the step of passing said instruct-to-output signal to the processor, controller, or computer;

 said step of controlling comprises the step of causing the processor, controller, or computer to output information stored in the processor, controller, or computer's memory to said output device in response to the instruct-to-output signal.

257. (New Claim) The method of claim 235, wherein said selected receiver station apparatus includes a computer wherein:

 said step of detecting and identifying comprises the step of detecting and identifying an instruct-to-generate signal;

 said step of passing comprises the step of passing said instruct-to-generate signal to said computer; and

said step of controlling comprises the step of causing the computer to process information stored in the computer's memory in response to the instruct-to-generate signal and thereby generate one or more receiver specific data.

258. (New Claim) A receiver station comprising:

means (a) for receiving an information transmission containing television programming;

means (b) for detecting and identifying at least one of a plurality of embedded signals in said information transmission;

means (c) for selecting a first apparatus based on information within said at least one of said plurality of embedded signals;

means (d) for passing a first identified embedded signal to or within at least one reprogrammable device at said receiver station;

means (e) for controlling said selected first apparatus based on instructions within said first identified embedded signal; and

means (f) for storing information evidencing said controlling.

259. (New Claim) The receiver station of claim 258, wherein:

said means (a) comprises receiver circuitry for receiving at least some portion of television, radio, or other carrier transmission signal;

said means (b) comprises one or more detectors operatively connected to said means (a);

said means (c) comprises one or more buffers, switches, busses, or processors operatively connected to said means (b) and a plurality of controllable receiver station apparatus;

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said means (d) comprises one or more processors, or computer operatively connected to said means (c) and at least one controllable receiver station apparatus; and

 said means (e) comprises one or more register memories or random access memories operatively connected to said means (d).

260. (New Claim) The receiver station of claim 258, further comprising:
 means for communicating evidence information from a plurality of evidence information detectors, processors, or storage locations to a device that assembles evidence information in signal records or communicates evidence information to a remote station;

 means for buffering evidence information communicated from said evidence information detectors, processors, or storage locations;

 means for assembling signal records on the basis of evidence information communicated from one or more evidence information detectors, processors, or storage locations;

 means for modifying a method of assembling or communicating evidence information in response to a command;

 means for contacting a remote station to communicate stored evidence information; and

 means for communicating evidence information to a remote station.

261. (New Claim) The receiver station apparatus of claims 258, 259 or 260, further comprising:

a plurality of processors each capable of (1) passing identified embedded signals to and (2) controlling at least one receiver station apparatus and (3) communicating evidence information; and

a processor capable of receiving evidence information from said plurality of decoders and assembling signal records on the basis of said received evidence information or communicating said received evidence information to a remote station.

262. (New Claim) The receiver station apparatus of any one of claims 258, 259 or 260, further comprising:

means for communicating identified embedded signals selectively from one of a plurality of inputs or to one of a plurality of outputs;

means for communicating television or radio programming selectively to one of a plurality of evidence information detectors, processors, or storage locations;

a matrix switch for communicating television, radio, or text programming information or control signals; and

a processor, controller, or computer for controlling selective communication of television, radio, or text programming information or control signals.

263. (New Claim) A method of controlling at least one of a plurality of receiver stations each of which includes a broadcast or cablecast television receiver, at least one output device, a control signal detector, at least one processor capable of processing a downloadable executable processor instruction and with each said television receiver station adapted to detect the

presence of one or more control signals, to generate a receiver specific signal based on said downloadable executable processor instruction, and to control a device, said method comprising the steps of:

receiving at a broadcast or cablecast transmitter station said downloadable executable processor instruction which is effective at said at least one of said plurality of receiver stations to control said device and a code or datum to serve as evidence of the passing of said downloadable executable processor instruction to said device or of the functioning of said device based on said downloadable executable processor instruction;

delivering said downloadable executable processor instruction to a transmitter;

receiving at said transmitter station one or more first control signals which at said at least one of said plurality of receiver stations operate to communicate said downloadable executable processor instruction to said at least one processor and execute said downloadable executable processor instruction; and

transferring said one or more first control signals to said transmitter at a specific time, said transmitter transmitting said downloadable executable processor instruction and said one or more first control signals.

264. (New Claim) The method of claim 263, further comprising the steps of:

receiving a second control signal; and
transmitting one of said downloadable executable processor instruction and said one or more control signals in response to said second control signal.

265. (New Claim) The method of claim 264, wherein said second control signal comprises a schedule.

266. (New Claim) The method of claim 264, wherein said second control signal is received in a satellite transmission.

267. (New Claim) The method of claim 264, wherein said second control signal is received in a telephone transmission.

268. (New Claim) The method of claim 263, further comprising the steps of:

receiving mass medium programming; and
transmitting said mass medium programming.

269. (New Claim) The method of claim 268, wherein said mass medium programming comprises video.

270. (New Claim) The method of claim 268, wherein said mass medium programming comprises audio.

271. (New Claim) The method of claim 268, further comprising the step of embedding one of said downloadable executable processor instruction and said one or more control signals in a signal containing said mass medium programming.

272. (New Claim) The method of claim 268, wherein one of said downloadable executable processor instruction and said one or more control signals is transmitted via satellite.

273. (New Claim) The method of claim 263, wherein a first of said one or more first control signals operates at said at least one of said plurality of receiver stations to communicate said downloadable executable processor instruction to said at least one processor and a second of said one or more first control signals operates to execute said downloadable executable processor instruction.

274. (New Claim) A method of delivering and billing a subscriber for the use of control signals and computer programming in a communication network, said network having a transmitter station and a receiver station, said transmitter station transmitting control signals associated with files that contain data and mass medium programming material, said receiver station having an input device, a processor for receiving programming instructions and communicating billing records, and a computer for using control signals and computer programming, said method comprising the steps of:

storing a file containing data or mass medium programming material;
programming said receiver station to locate, select, evaluate or decrypt said file;

inputting a command;
selecting said file and transmitting a copy to said processor and to an output device;
performing a datum check;

enabling said output device to receive said copy in accordance with a result of said datum check; and
outputting said copy.

275. (New Claim) The method of claim 274, wherein said receiver station includes a laser disk storage device.

276. (New Claim) The method of claim 274, wherein said receiver station includes a magnetic disk storage device.

277. (New Claim) The method of claim 276, wherein said magnetic disk storage device is a magnetic floppy disk storage device.

278. (New Claim) The method of claim 274, wherein said receiver station includes a magnetic tape storage device.

279. (New Claim) The method of claim 278, wherein said magnetic tape storage device is a video cassette recorder.

280. (New Claim) A method of collecting and reporting the electronic distribution of data programming material in a communications network having a transmitter station and a receiver station, said transmitter station having an input device for inputting a command, a processor for distributing said data programming material and collecting billing records and a storage device to store said data programming material, said receiver station having a processor to receive said billing records, said method comprising the steps of:

inputting a command at said input device at said transmitter station;
distributing data programming material from said storage device at said transmitter station in response to said command from said step of inputting a command;
creating a billing record at said transmitter station to evidence availability of said data programming material at said transmitter station;
transmitting said billing record from said step of creating a billing record to said receiver station over a data network; and
receiving said billing record from said step of transmitting said billing record at said receiver station from said data network.

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281. (New Claim) The method of claim 280, comprising the further steps of:

storing said billing record from said step of creating a billing record at said transmitter station to accumulate a plurality of billing records; and
transmitting said plurality of billing records in response to said accumulated plurality of billing records reaching a predetermined amount.

282. The method of claim 280, comprising the further steps of:
autodialing said receiver station from said transmitter station to establish a datalink between said receiver station and said transmitter station in response to said step of transmitting said billing record.

283. The method of claim 280, comprising the further step of:
establishing a datalink from said receiver station to said transmitter station in response to a signal at said receiver station.

284. (New Claim) The method of claim 280, 281, 282 or 283, wherein said data programming material includes computer programming material.

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285. (New Claim) The method of claim 280, 281, 282 or 283 wherein said data programming material is copyright protected material and said billing record reflects the electronic distribution of copyrighted material.

286. (New Claim) The method of claim 280, 281, 282 or 283 wherein said data programming material includes television programming.

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287. (New Claim) The method of claim 280, wherein said communication network is a telephone communications network.

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288. (New Claim) The method of claim 280, comprising the further step of:

generating a bill at said receiver station in response to said step of receiving said billing record.

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289. (New Claim) A method for collecting and reporting the electronic distribution of programming material in a communication network having a transmitter station and a plurality of receiver stations, said transmitter station having a processor to collect data from said plurality of receiver stations, each one of said plurality of receiver stations having a processor for detecting program identification signals and determining the local use of said programming material at said one of said plurality of receiver stations and a

storage device to record said determined use of said programming material, said method comprising the steps of:

transmitting programming material from said transmitter station to a plurality of receiver stations over said communication network;

transmitting program identification signals that correspond to said programming material transmitted in said step of transmitting programming material; and

receiving data from each of said plurality of receiver stations that reflect the local use of said programming material transmitted in said step of transmitting programming material,

wherein said data include at least a portion of said program identification signals.

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290. (New Claim) The method of claim 289, comprising the further step of:

generating a bill at said transmitter station to reflect the use of said transmitted programming material at one of said plurality of receiver stations.

291. (New Claim) The method of claim 289, wherein said step of receiving is from a telephone communication network.

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292. (New Claim) The method of claim 289, wherein at least a portion of said programming material includes copyright protected programming material.

293. (New Claim) The method of claim 289, wherein one of said program identification signals in said step of transmitting program identification

signals is embedded into said programming material from said step of transmitting programming material.

294. (New Claim) The method of claim 289, wherein said program identification signal is encoded on a radio frequency carrier, said radio frequency carrier transmitted concurrently with said program material from said step of transmitting program material.

295. (New Claim) The method of claim 289, wherein said program identification signal is encoded on a radio frequency carrier, said radio frequency carrier transmitted asynchronously from said programming material from said step of transmitting programming material.

296. (New Claim) A method of processing signals to enable a subsequent television programming presentation comprising the steps of:
receiving a television signal containing television programming and communicating said television signal to a storage device for storage;
receiving a first instruct signal which is effective to control a receiver station apparatus and a code or datum to serve as evidence of the passing of said first instruct signal to a controllable device or of the functioning of said controllable device in response to said first instruct signal;

selecting one of:
(1) a time at which to communicate said first instruct signal; and
(2) a location to which to communicate said first instruct signal;
communicating said first instruct signal at said selected time or to said selected location; and

storing said first instruct signal and said code or datum at said storage device based on said steps of selecting and communicating.

297. (New Claim) An interactive method for data promotion and delivery for use with an interactive mass medium programming output apparatus comprising the steps of:

outputting mass medium programming that promotes data, said interactive mass medium programming output apparatus having an input device to receive input from a subscriber;

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prompting said subscriber during said step of outputting, said mass medium programming including audio, whether said subscriber wants said data promoted in said step of displaying, said interactive mass medium programming output apparatus having an output device for outputting said data;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium programming output apparatus having a processor for processing said subscriber reply and controlling delivery of said data in response to instructions;

delivering said instructions at said interactive mass medium programming output apparatus in response to said step of receiving a reply, said instructions controlling said interactive mass medium programming output apparatus;

processing said instructions from said step of delivering, said instructions being effective to control a receiver station apparatus and store a code or datum to serve as evidence of the passing of an instruct signal to a controllable device or of the functioning of said controllable device in response to an instruct signal; and

delivering said data on the basis of said instructions.

298. (New Claim) The method of claim 297, wherein at least one of said instructions is embedded in the non-visible or non-audible portion of a mass medium programming signal.

299. (New Claim) The method of claim 297, wherein at least one of said instructions is delivered in a multichannel signal transmitted over a broadband network, said method further comprising the step of demodulating a carrier to receive at least one of said instructions.

300. (New Claim) The method of claim 297, wherein at least one of said instructions is delivered in a multichannel signal transmitted via a satellite mass medium programming transmitter station, said method further comprising the step of demodulating a carrier to receive at least one of said instructions.

301. (New Claim) The method of claim 297, further comprising the steps of:
storing a subscriber instruction to receive at least one specific mass medium program, datum, news item, or computer control instructions; and receiving said at least one specific mass medium program, said datum, said news item, or said computer control instruction in accordance with said subscriber instruction.

302. (New Claim) The method of claim 297, wherein information indicating the availability, use or usage of said mass medium programming or